ASSESSEMENT OF CUSTOMERS' BRAND SWITCHING OF BEERS: IN THE CASE OF BREWERY INDUSTRY IN NORTH GONDAR REGION

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ABSTRACT

Consume brand switching behavior is basically the behavior of consumers in shifting their attitude from one brand to another brand. Complete or fractional brand switching can exist where customers shut all their preferences and move entirely to some other service provider. This study examined the factors influencing beer brand switching behavior and beer consumption pattern among the selected respondents in North Gondar region. The goal of this paper is to identify factors affecting consumer brand switching buying behaviors at North Gondar region, Ethiopia. The research has used cross-sectional survey method as the subset of quantitative approach for data collection which allowed the information being collected from sampled customers. Quantitative and qualitative questionnaire was used to measure responses of participants. The statistical analysis method employed in this study is factor analysis using SPSS software. This consumer brand switching behavior is a great rise due to product quality, promotion, social influence and availability. In addition, an association between situation and consumption pattern existed among North Gondar district residents consuming their favorite beer. Sporting events or alone at home demonstrated heavy to moderate drinking behavior. Therefore brewery industries should pay higher attention on beer quality, promotion and availability/distribution. Again beer industries should build their credibility in the society in order to become a failure because of social influences in the brand switching. Advertizing through television during sporting event or official sponsorship with sport teams is the best strategy to survive in the business. At the end of this paper, a set of suggestions (studies regarding political issues, health and emotional benefits) are outlined to be investigated in the subsequent research works.

***Key Words*: -** *Brand Switching Behavior, Consumer Behavior, product Quality, Availability, Complete switching.*

CHAPTER ONE: INTRODUCTION

1.1 Back ground of the study

The consumer behavior study is basically the psychology of consumers, like when, how, why and people buy and use the products for satisfying their needs. From a marketing point of view, the consumer behavior is, "the psychology of how consumers think, feel, reason and select between different alternatives like brands, products and retailers" (Perner, 2006). Consumer brand switching behaviors have been basically the behavior of consumers in shifting their attitude from one brand to another brand (Zikiene and Bakanauskas, 2006). Brand switching is most common with products that have no great perceived variation in quality across brands such as beer, bottled water, dairy products, or paper towels (Munazza S. and Ilhaamie A., 2014)

The consumer brand switching behaviors have been identifying, searching, selecting and consuming products and services for satisfying their needs and wants (Solomon etal., 2006). Consumer behavior determines how consumers decide to buy products and what the various factors have responsible for this area (Bhasin, 2010).

The companies are always trying to build mutual relationships with their customers through delivering better value and fulfilling their commitments, but due to competitive business environment, it's becoming difficult for marketers to do so. The consumer brand switching behavior is there in between both, companies and customers, because the consumer brand switching behavior restricts both parties to make long term relationships between producers and consumers; and even it breaks the pre-developed long term relationships between them (Zikiene and Bakanauskas, 2006).

In the present competitive global market, it has been seen that organizations are increasingly focusing on the retention of their existing customers. Thus, gaining knowledge about customers' switching behavior has substantively important for the sustainability of any organization. Customers' brand switching behavior is the process exhibited by a customer, behaving differently to a particular brand and undergoes alteration in the preference of the existing product or services. Since, consumers are the ultimate end users of any product or services, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. When any organization loses a customer they are not only losing future earnings but also

incurring the cost of finding new customers. Over time loyal customers become less price sensitive therefore, losing loyal customer means giving up high margins. Considering the technological advancements and its easy access to every individual, customers are becoming intolerant and they can dissolve the relationship as soon as any problem arises. Thus, customer retention is the core concern of each and every organization (Anju, 2014).

In this process, consumers are influenced by factors that trigger their brand switching behavior. Studies shows that, consumer brand switching is influenced by demographic characters, Product Quality, Price, Switching cost, Change in technology, Promotions (Advertizing), Social influences, Availability/Distribution (Carlos , 2015, Dave R, 2008 and Sana Malik, 2014).

The term beer means "…any beverage brewed from a starch (farinaceous) grain. Because the grain is made into malt, another term for beer is malt liquor" (Goldammer & Ted, 2010). International beer industry is besieged by five companies: Snow (chian, 5.4%), Tsungtao (chain, 2.8%), Bud light (USA, 2.5%), Budweiser (USA, 2.3%) and Skol (Brazil, 2.2%) covered about 15% of beer drink sales create worldwide. In Ethiopia St. George, Dashen, Waliya, Harrar, Bedele, Meta, Habesha and Raya are more captivating brands (Addise admas, 2014 and Bloomberg, 2015).

'Ethiopia is already the second most populous country in Africa and it is developing very quickly, with GDP rising 9-10% per annul and beer consumption. Beer is quickly becoming one of Ethiopia's favorite drinks, with consumption rates expected to increase by 15 percent annually over the next five years. According to a report carried out last year by Access Capital, an Addis Ababa-based research group, this growth in consumption have very much in line with Ethiopian population levels and economic growth rates (Ethiopian-news, 2014).

Despite its rapid growth, the Ethiopian beer market is still in its infancy when compared to other African countries. In 2010, beer consumption rates in the country were approximately eight (8) liters per capita per year, according to Luc van Kamenade reports from Addis Ababa on Africa's newest nation. It is very small proportion when compared to Nigeria (11 liters), South Africa (60 liters) and well below the global average of 27 liters (Ethiopian-news, 2014).

In an increasingly more diversified beer market, with more to join soon, Heineken, one of the world's largest brewers, comes to own old brands in Ethiopia, and yet disrupts the market with a totally new brand. It named this brand Walya. The French company BGI, since 1922, has operated in Ethiopia, acquiring St.George Beer. BGI Ethiopia has a 42pc share in Raya Brewery. Dashen Brewery is another company located in Debrebrhan and in historical town Gondar which is annually visited by about 95,000tourists.The name Dashen is taken from the famous mountain Dashen (elevation 4523 meters) which is located 100km from the brewery and it is a home to rare endemic fauna and flora (Addis Fortune, 2014).

Currently, Ethiopia's total beer production capacity stands at 7.1m hectoliters annually. BGI Ethiopia's capacity stands at 2.7m hectoliters from its three factories at Addis Ababa, Hawassa and Kombolcha. Heineken S.C., which owns Walya, Harare and Beadle breweries, has a capacity of 2.5m hectoliters, Dashin Brewery S.C., 2.5m hectoliters, and Diageo, owner of Meta Abo Brewery, follow with one million hectoliters respectively (Addis Fortune, 2014).

North Gondar district is west northern part of Ethiopia and home town for Dashen beer factory, therefore suitable area for the consumer brand switching in beer industry. And there is no other study conducted with this title in the district of the country.

In this context, the role of consumer brand switching behavior plays a significant role for researchers. In this paper, tried to review the literature on the consumer brand switching behavior and proposed a comprehensive outline of consumer brand switching behavior to be explored and empirically tested in future research endeavors. At the end of this paper, we have outlined a set of suggestions related to the consumer brand switching behavior of consumers to be investigated in the subsequent research works.

1.2. Statement of the problem

The fundamental problem in predicting the customer choices exist in the fact that brand switching decisions of the customers are slowly made on the bases of several different criteria simultaneously which includes factors like product quality, prices, promotion etc. Thus the frequent brand switching behavior of customers has compelled to review such factors that affect the beer industry. Thus the problem has been more confounded in beer industry where customers get attracted towards the competitor's offers & features and analyzes the expectations of the customers regarding the beer industry (Solomon et al, 2006).

Beer factory managers' understanding of their customers is essential to stop them from switching to another brand or company. According to Dibb and Meadows (2001), relationship marketing has been one of the best approaches that are probable to meet with a lot of interest with respect to consumer brand switching behavior. When customers dump one service provider for another it means customer switching or swapping (Garland, 2002). Complete or fractional understanding can exist as explained by Stewart (1998), Colgate & Hedge (2001). In complete switching, customers shut all their preference and move entirely to some other service provider, (Bolton and Bronkhorst, 1995, Boote, 1998 and Sana, 2014).

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category (Singh et al. 2005; Papatla and Krishnamurthi, 1996; Wagner and Taudes, 1986, Orth, 2005). In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies (Chib et al. 2004; Papatla and Krishnamurthi, 1996; Alvarez and Casielles, 2005). Product attributes have high importance on discovering what areas of the product can be altered in order to make their brand more appealing to the consumer. According to current research, it has been found that the greater the number of brand attributes for a product, then the more likely the consumer is to make that particular brand choice (Greenwald et

al. 1986; Romaniuk, 2003). Product attributes are important to marketers in order to differentiate products from their competitors (Aaker et al. 1992; Belch & Belch, 1995).

Switching costs as an exit barrier plays a part in the buyer seller relation and it is because of that customers take into account the switching costs (Weiss and Anderson, (1992) Smith, (1998) Jones et al (2000), Jackson (1985). Many researches focus on the effect of switching costs on customer loyalty in the beer industry (Caruana, 2004 & Hu and Hwang, 2006). According to Jones and Sasser (1995), customer switching costs would change in different sectors of the industry.

In Brewery industries, particularly of the same products that are competing in the market place with generally undifferentiated products; therefore, consumer brand switching becomes a main concern and a primary competitive weapon (Stafford, 1996). The researcher prefer Gondar district because of; Firstly Gondar District is a home for Dashen beer factory, therefore there is competent strategic war regarding price, promotion, reducing switching cost, and etc, among brewery factories to control the market share of the district. Secondly the district is with various geographical altitude (form the highest point of the country North mountain (which is with very cold atmosphere) to the low lands (which is desert area, expected there is huge demand for beer). Finally Addis Ababa-Gondar-Metema and Addis Ababa-Gondar-Humera roots are the main corridors in the country. And many transporters and merchants even form other part of the country and neighbor counties (Sudan and south Sudan) pass through this root, therefore consumers are diversified and represent the whole country.

There is a significant impact that customer brand switching can have on a firm and it is important to understand why customers switch from their providers. Indeed, this is a point behind this research. Hence, how many factors influence the decision making process of the consumers to switch from the providers are the focus of this research. So, this study tries to assess customers brand switching behaviour from one beer to other beer in North Gondar Administrative Zone.

These seven independent variables (Demographic characters, Product Quality, Price, Switching cost, Change in technology, Promotion, availability/distribution) factors affecting consumers brand switching behavior are not seen before in the country, also in the district. It helps to have better understanding consumers in the area for their brand switching behavior.

1.3 Research questions

Taking general background of the study and statement of the problem into account, the study tried to answer the following research questions.

RQ1: What are the factors that affect the consumer behavior towards switching from existing brand to another brand?

RQ2: Which factors (product quality, price, switching cost, change in technology, social influence, promotion and availability/distribution) have the most significant impact on beer brand switching behavior?

RQ3. Which strategies can be adopted to discourage the brewery consumer brand switching behavior?

1.4 Objective of the study

1.4.1 General objective

The general objective of the study is to determine the factor affecting consumers brand switching behavior in beer industries in Gondar district, Ethiopia.

1.4.2 Specific objective

The specific objectives of the study are:-

- To examine the most drinking breweries in the district.
- To examine the average beer consumption of people in the region annually.
- To examine the consumer awareness of brewery usage.
- To study the reasons for consumers brand switching to other brands.
- To conceptualization framework of brand switching behavior, summarizes and proliferates consumers' behavioral response model proposed previously by scholars and researchers from a variety of geographical origins.

1.5 Scope of the study

This study focused on the consumer in Gondar District, which is the home of beer factory in North West Ethiopia. By narrowing the scope of the study, it enables and increases the better understanding on the consumers in Gondar district. Here, the results of the findings have been the representative for the consumers in this study's scope and are useful for the markets who intend to have their business in Gondar district. Additionally avoids cultural biases which might also influence the results of funding.

More over the thesis bounded only by seven variables which are product quality, price, switching costs, change in technology, promotion, social influence and availability (distribution). Even though there are many factors potentially can affect consumer brand switching behavior like emotional situation ,political condition, cultural biases, and health benefits, but only the above listed variables are enough, since, beyond these the thesis might not manageable.

1.6 Hypothesis

From set of independent variables anticipated to have significant impact on consumers brand switching behavior, researcher formulated seven hypothesis described below:

H1: Product Quality has a positive significant impact on consumers brand switching behavior in the beer industry.

H2: Price has a positive significant impact on consumers brand switching behavior in the beer industry.

H3: Switching cost has a negative significant impact on consumers brand switching behavior in the beer industry.

H4: Change in technology has a positive significant impact on consumers brand switching behavior in the beer industry.

H5: Promotions have a positive significant impact on consumers brand switching behavior in the beer industry.

H6: Social influences have a positive significant impact on consumers brand switching behavior in the beer industry.

H7: Availability (Distribution) has a negative significant impact on consumers brand switching behavior in the beer industry.

1.7. Significance of the study

This study is important in enabling the Brewery industries to develop strategies to improve the quality of its product delivery that can help to retain existing customers and attract new customers that in turn will enhance the attractive features of the Brewery

By measuring the level of product delivery to customers, the Brewery can develop customer centered approach to deal with customers in order to avoid the tendency of existing customers switching to competing Breweries.

To show the most dominant product quality dimensions such as product quality, stimulation (customer satisfaction ability), price, promotion, availability and ethnic brand to take corrective measures by managements of the Breweries to satisfy their customers.

Lastly, the study will serve as a guideline for further researches that may be carried-out to investigate the effect of product quality dimensions

The results of this study will have a practical significance to determine the factors of consumers brand switching behavior. It will show the factors affective processes and their relationships to consumers brand switching behavior. The study will help to understand impulsive buying behaviors in Ethiopian context. In general, since much research has not been done in this area in our country it will fill the gap that currently exists. It also shade light for further studies in area of consumers brand switching behavior. In particular, the results of this study will be useful to beer industries to understand their customers and target potential impulsive buyers and encourage them to satisfy the customers. It will benefit marketers to understand impulsive buying behavior of consumers and formulate appropriate marketing strategies. Advertisers will also be benefited from the results by understanding the impact of emotion and thought how promotion can be used in order to stimulate these factors. Producers and consumers will learn from the result which component will influence the brand switching behavior.

1.8 Limitation of the study

The same research needs to be conducted in the same and other business industries that have long-term relationship with their customers. Like any other studies, this study will have its own limitation; one of which is the conduct of this study in a developing country that people may not understand the significance of this study and will require time to explain the process. Another limitation is that this study is data collection at one round, called cross- sectional due to shortage or lack of finance. The longitudinal approach would result in more accurate information findings. some limitations like inability to get all the required documents regarding the actual figure of the customer; and lack of sufficient time as a result of the regular government work duties may be anticipated and expected as the future limitations in affecting the research progress. And other limitations like Lack of consistent and organized data, inaccessibility of previous related literatures especially in the proposed study area, difficulty to get easily the respondents and to gather their responses were the major obstacles in preparing this paper.

CHAPTER TWO: LITRETURE REVIEW

2.1 INTRODUCTION

There are two types of customers while porting out number to another company; they are active and passive customers. Active customers are those who are well aware of new packages and offers their chances of brand switching are very high and passive customers are those who are not well aware of new packages, company tell them through promotion. Some people who are more conscious about their decision they took wrong decision and when they are unconscious about their decisions they took best decisions an older (Dijksterhuis et al. 2006). Price, quality, switching cost, social influence, promotion, change in technology and distribution always attracts the customer which is main reason to switch between brands (Carlos E., 2015; Dave R., 2008 and Sana Malik, 2014).

Brewed in more than 170 styles, there are more than 20,000 brands of beer old around the world. All malt beverages are referred to as "beer," but there are two distinct types: ales and lagers. In Ethiopia there are more than 7 brands, and we will see the consumers brand switching behavior in the beer industry in north Gondar district with their factors.

2.1.1 Top 10 beer brand in the world

Among top ten beers brand in their market share four of them are from chain and four of the top ten are belongs to AB-InBev Company. Let see them one by one their market share, where they produced and the owners.

Snow: world number one brand beer with 5.4% market share. Produced in chain and the owner is SABMiller / China Resources Enterprises.

Tsingtao: world number two brand beer with 2.8% market share. Produced in chain and the owner is tsingtao.

Bud Light: world number three brand beer with 2.5% market share. Produced in united states and the owner is AB-InBev.

Budweiser: world number four brand beer with 2.3% market share. Produced in united states and the owner is AB-InBev.

Skol: world number five brand beer with 2.3% market share. Produced in Brazil and the owner is AB-InBev.

Yanjing: world number six brand beer with 1.9% market share. Produced in chain and the owner is Beijing Yanjing Brewery.

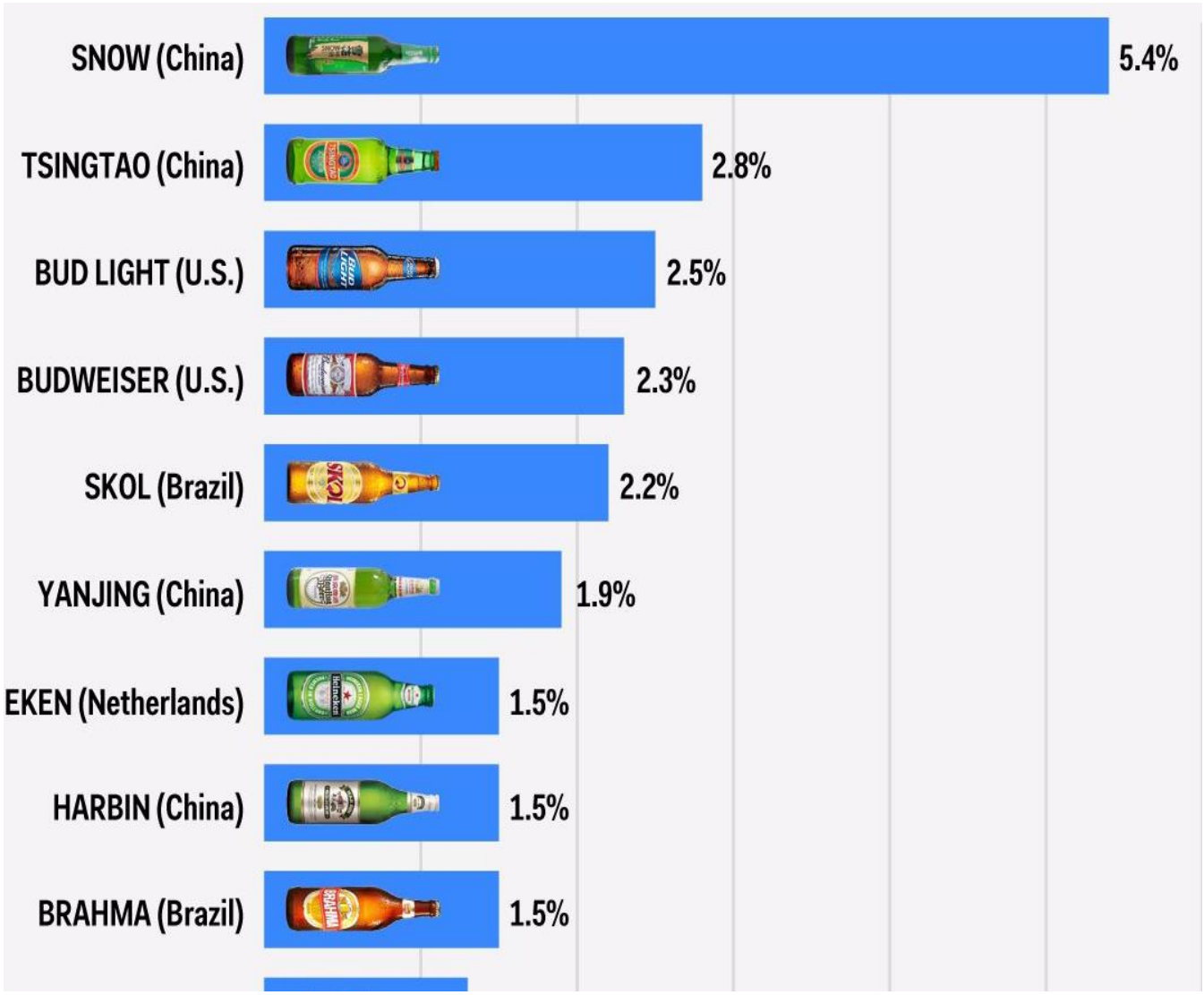
Heineken: world number seven brand beer with 1.5% market share. Produced in Netherlands and the owner is Heineken International.

Harbin: world number eight brand beer with 1.5% market share. Produced in chain and the owner is AB-InBev.

Brahma: world number nine brand beer with 1.5% market share. Produced in Brazil and the owner is AB-InBev.

Coors Light: world number ten brand beer with 1.3% market share. Produced in united states and the owner is MillerCoors.

Figure 1: Top 10 beer brand in the world with their market share



Source: Bloomberg and Euro monitor 2015.

2.1.2 The complete list of Ethiopian Beers

Beer industries in Ethiopia have been growing in recent years including a flow in demand associated with increased urbanization, population growth, and rising incomes. From a level of just one million hectoliters in 2003/04, total beer production of the country has increased to nearly 3.1 million hectoliters by 2008/09(Abiy Solomon, 2015) and by currently (2014) it reached 7.1m hectoliters annually (Addis fortune, 2014).

Here are list of all beers in Ethiopia. This list includes ABV (Alcohol By Volume), Size, Company and Style of the beers in Ethiopia Beer market.

St. George's

St. George Beer of BGI (French's Castel Group) was operating in Ethiopia since 1922. Named after the saint that slayed the dragon (memorialized on the label), this lager is the most popular beer in Ethiopia (*ABV:* 4.5% and Size: 330 ml, Company: BGI Ethiopia and style: lager)

Walia

HBSC aka Heineken and perhaps soon SABMiller (who recently made a bid to take over the company) pumped out a new brew just in time to usher in the Ethiopian New Year, 2007. The label has since changed and is now called Walia (ABV: 5%, Size: 33cl, Company: HBSC and Style: Lager)

Dashen

Dashen is brewed in the northern city of Gondar and, like other Ethiopian breweries, has benefited from an injection of foreign capital. The brewery recently added a biergarden and is conveniently located on the road to Gondar's airport. This beer is omnipresent in the north (ABV: 4.5%, Size: 33cl, Company: Dashen Brewery, Gondar and Deberbrihn and Style: Pils)

Habesha

Even if it was introduced in recent but it is becoming popular and computes with the giant breweries industries. Very known for its nice and traditional advert through media (ABV: 5 %, Size: 33 cl, Company: Habesha Brewery S.C Debrebrihn and Style: Lager)

Meta

Also in the frenzy to snatch up Ethiopian breweries, the Diageo Group staked its' claim on "The Pride of Ethiopia" – Meta. Meta is brewed with malted barley, hops, and spring water (ABV: 5%, Size: 33cl, Company: Meta ABO Brewery S.C. Ethiopia, and Style: Lager).

Raya

Raya is also a new comer (ABV: 5 %, Size: 33 cl, Company: Raya Brewery S.C and Style: Lager).

Other breweries

Other breweries like beadle special, Harar, Zemen, and Zebider beers are the other alternatives for the domestic beer customers; with foreign beers, though importation to the customers.

Table 1.Current industrial share contribution in the country

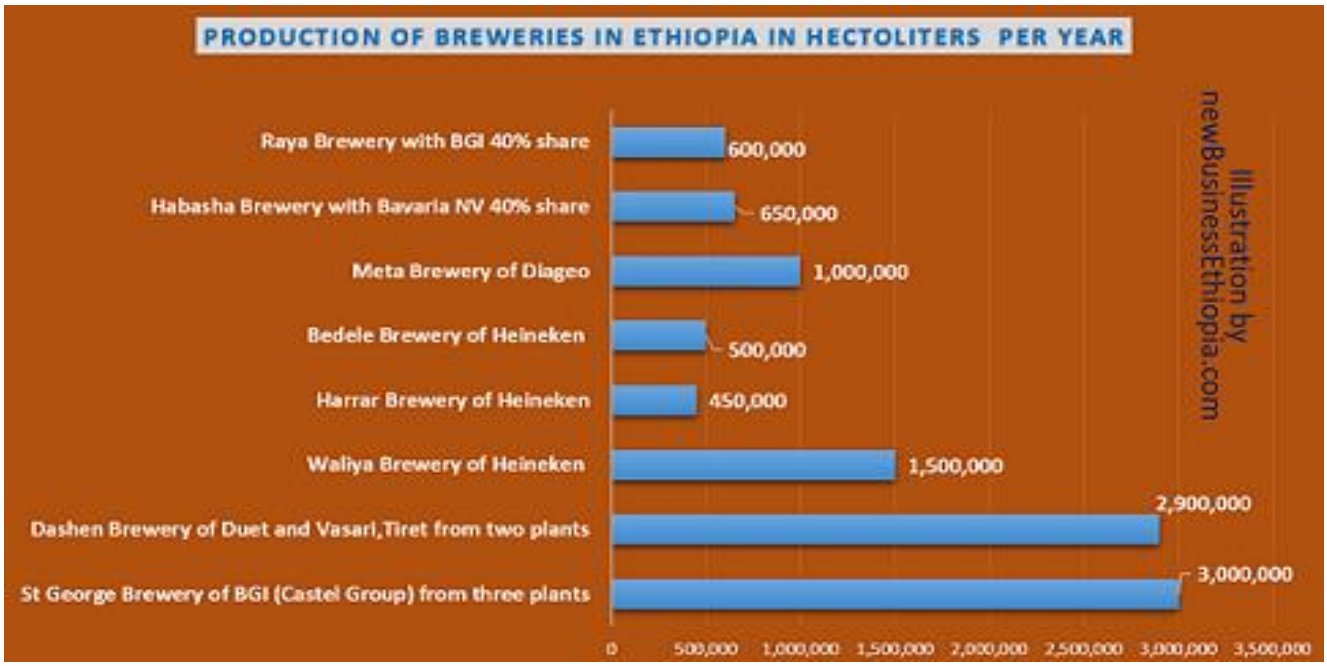
Market share			
		National market share	
S.N	Brewery	Total Sales Volum	National Contribution %
1	BGI	2,220,000	24%
2	HEINEKEN	2,400,000	26%
3	DASHEN	2,500,000	27%
4	DIAGEO	1,100,000	12%
5	HABESHA	500,000	5%
6	RAYA	600,000	6%
Grand Total		9,320,000	100%

2. New entrants

New breweries	Estimation capacity	Estimated go-live
Zebidar Welkite	300,000	The first quarter in2016
Samillore A/Ababa	7,000,000	End of 2016(the Germany brewery
New capacity announced	7,300,000	

Source: New business Ethiopian.com, 2016

Figure 2: Production of breweries in Ethiopia in hectoliters per year



Source: new business Ethiopian.com, 2015

2.2 Theoretical frame work

Understanding and predicting brand choice decisions by consumers has been a topic of interest to both marketers and researchers. Brand choice investigation involves understanding consumer behaviors in their selection of brands among various product categories (Bentz and Merunka, 2000). In the past, brands have been perceived as products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne et al. 2006). Brand choice research has been investigated for many years and has intensified as product categories have become more proliferated. For example, 30 years ago there were only a handful of beer brands in grocery stores. Now, there are several brands of beer with brand extensions featuring light beers, imports, ice beers, as well as many others. Consumers have more options and many different brands to choose from (Léger and Scholz, 2004).

Much of brand choice research has been through probability models to test the impact of marketing mix variables as a predictor of brand choice (Wagner and Taudes, 1986; Chib et al.

2004; Bentz and Merunka, 2000). These variables (referred in most research studies as the 4 P's) are elements such as product features, displays (i.e. advertising, sales promotions), availability (stock of inventory), and price (Chib et al. 2004, May; Bentz and Merunka, 2000; Wager and Taudes, 1986). When used in probability modeling, marketing mix variables are considered nonstationary and heterogeneous among the population (Wagner and Taudes, 1986).

There are other areas that have been researched with brand choice as well. Researchers have examined the casual effects of brand related variables on brand choice. These variables include situational factors, consumer personality, social benefits, emotions, quality, brand credibility, product attributes, seasonality, and trends. The studies used within brand choice researches have involved experiments and surveys of key marketing variables to measure impact on brand choice (Charlton and Ehrenberg, 1973; Simonson et al. 1994; Erdem and Swait, 2004; Wagner and Taudes, 1986; Orth, 2005). Table 1 demonstrates these brand choice studies.

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category (Singh et al. 2005; Papatla and Krishnamurthi, 1996; Wagner and Taudes, 1986; Orth, 2005). In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies (Chib et al. (2004), Papatla and Krishnamurthi, (1996), Alvarez & Casielles, 2005). Product attributes have high importance on discovering what areas of the product can be altered in order to make their brand more appealing to the consumer. According to current research, it has been found that the greater the number of brand attributes for a product, then the more likely the consumer is to make that particular band choice (Greenwald et al. 1986; Romaniuk, 2003). Product attributes are important to marketers in order to differentiate products from their competitors (Aaker et al. 1992; Belch & Belch, 1995).

Non-marketing mix variables have been researched in order to discover external factors that impact brand switching. Seasonality and trends have been researched with brand choice.

However, their outcomes depend upon the product category. For example, a product such as laundry detergent will most likely have better sales figures in the summertime when the weather is more favorable and people are outside more (Wagner & Taudes, 1986). Personality factors have shown an impact based on what brands consumers buy. Brand credibility has shown significance in determining brand choice as well (Erdem & Swait, 2004 and Fry, 1971). Other areas such as purchase time, purchase order, and product name have been researched but have not been deemed to be main factors in determining a brand choice decision (Charlton & Ehrenberg, 1973). These studies allow marketers to understand consumer brand switching behaviors and allow for market share penetration, which give marketers a better understanding of what elements effect a particular brand or product category (Chib et al., 2004, Wagner & Taudes, 1986).

Several product categories have been used in order to study brand switching. The majority of product categories include low consumer involvement retail products. Some examples of products studied in the past with brand choice are laundry detergent, soda, athletic shoes, ketchup, coffee, snack foods, and bar soaps. Table 1 provides a listing of the various product categories used in previous brand choice researches (Wagner and Taudes, 1986; Chib et al. 2004; Erdem and Swait, 2004; Baumgartner, 2003; Papatla and Krishnamurthi, 1996; Alvarez and Casielles, 2005; Berné et al. 2004; Singh et al. 2005; Auger et al. 2003).

Among previous brand choice literature, there have been very few studies involving the product category of beer. Woodside and Fleck Jr. (1979) conducted a qualitative study regarding brand choice of beer drinkers. The methodology for this study consisted of two in-depth personal interviews with two beer drinkers. The researchers concluded that involvement, normative, situational, and product attributes all influenced brand choice in the study. Charlton and Ehrenberg (1973) conducted an experiment with the product category of beer where variables manipulated were price, purchase time, purchase order, product name, and brand name. More recently a study was conducted (Orth et al. 2004) which examined craft beer preference and the relationship of brand benefits with consumer demographics. Brand benefits were considered to be significant drivers of consumer preferences in this product category. Brand benefits were shown to be an effective predictor in the product category of beer for brand choice.

Table 1: Brand switching Studies

Author	Independent Variables	Dependent Variables	Product Categories Studied	Methods
Orth (2005) Situations (Host, Gift, Self)	Quality Social Benefits Price Emotional Health Environment	Brand Choice	Wine	Electronic Survey
Wagner and Taudes (1986)	Marketing Mix (Advertising, Price) Seasonality Trends	Purchase Rate Brand Choice Probability	Laundry Detergent	Testing of Multivariate Polya Process Model using Consumer Panel Purchase Data
Chib et al. (2004)	Marketing Mix (Price, Feature, Display)	Brand Choice	Soda (Beverage)	Testing of Model of Brand Choice with Scanner-Panel

				Data
Erdem and Swait (2004)	Brand Credibility (Expertise, Trustworthiness, Perceived Quality, Perceived Risk, Information Cost Saved)	Brand Consideration, Brand Choice	Athletic Shoes, Cellular Providers, Headache Medication, Personal Computer, Shampoo	Survey
Papatla and Krishnamurthi (1996)	Price Sales Promotion (Display, Feature)	Brand Choice	Laundry Detergent	Testing the Utility Model Using Household Scanner Data
Miller and Ginter (1979)	Situation Attributes	Brand Choice	Fast Food Restaurants	Survey from Mail Panel
Simonson et al. (1994)	Quality Rating Brand Name Price	(Brand Choice) Quality Promotion	Brownie Mix 35 mm Film CD Player	Experiment (Three Studies)

	Premiums Product Features	Consumer Need		
Romaniuk (2003)	Product Attributes Benefit Attributes Situation-Based Attributes	Brand Choice	Fast Food Market	Survey
Fry (1971)	Personality Variables (Sex, Social Class, Self-Confidence, etc.)	Brand Preference	Cigarettes	Experiment with a Field Study Panel
Alvarez and Casielles (2005)	Sales Promotions (Price, Reference Price, Losses and Gains,	Brand Choice	Soda (Beverage)	Testing of Brand Choice Models using Logit Models

	Sales Promotion Techniques)			from Consumer Panel Data
Berné et al. (2004)	Price Brand Coffee Type (Blend, Natural, Special) Promotional Discount Consumer Type (Regular or Occasional Shopper)	Brand Choice	Ground Coffee	Testing of Brand choice Logit Models using Consumer Panel Data
Baumgartner (2003)	Price Promotion Goodwill	Brand Choice Brand Loyalty	Ketchup Coffee	Testing the Multinomial Logit Model for Time Variations with Brand Choice

				Using Panel Data.
Auger et al. (2003)	Basic Product Features (i.e. Weight, Ankle Support, Price) Ethical Features (Tested on Animals, Child Labor, Biodegradable) Consumer Personality Demographics	Brand Preference	Bar Soaps Athletic Shoes	Experiment
Singh et al. (2005)	Product Attributes (Price, Feature, Display, Flavor,	Brand Choice	Pretzels Potato Chips Tortilla Chips Mayonnaise	Testing of Multicategory Brand Choice Model using

	No Salt/Light, Pack Sizes, Brand Names)		Sliced Cheese	Household Panel Data
Charlton and Ehrenberg (1973)	Price Purchase Time Purchase Order Product Name Brand Name	Brand Choice	Beer	Experiment
Orth et al. (2004)	Brand Name Functional Benefits Price/Value Social Benefit Positive Emotional Benefit Negative Emotional Benefit	Consumer Preferences	Craft Beer	Online Survey from Consumer Panel Data
Bentz and Merunka (2000)	Marketing Mix Variables (Price	Brand Choice	Instant Coffee Store Purchases	Testing of the Multinomial

per Quantity, Promotional Price Cut as a Percentage of Normal Price) Product Characteristics Household-Specific Variables (Brand and Size Loyalties)	Chocolate	Logit Model in Combination with Neutral Net work Model using Panel Scanner Data

Source: from Dave R. 2008 and other new thesis with own tabular presentation

Indicated variables were found to be significantly associated with brand choice.

These studies involved interaction which effect among dependent variables but had no main effects on individual dependent variables.

2.3. EMPERICAL FRAME WORK

2.3.1 Product Quality

Quality refers to the degree of excellence in a product or service (Xianhua and Germain, 2003). Therefore, quality is one of the most important factors influencing customer satisfaction (Fornell et al. 1996) and is considered the ability of a product or service to perform its specific task (Ennew et al. 1993). The success of a brand in customer satisfaction is quality. Companies conform to requirements set by consumers (Berden et al. 2000). Quality is significant on the

performance of a product (Calantone and Knight, 2000). The interaction of a product meeting or exceeding consumer expectations based on its performance is how quality is evaluated (Fornell et al. 1996; Reeves and Bednar, 1994). Performance specifications generally define how quality is judged for products (Ennew et al. 1993). Findings from research indicate that marketing strategies, differentiation, cost leadership, and focus are drivers of quality (Calantone and Knight, 2000).

Product quality adds many benefits for a company. Product quality allows companies to charge higher prices to consumers. In addition, having a higher product quality gives a competitive advantage which leads to gains in profit margins and market share. However, research has shown that quality may not equate to success without the proper marketing techniques in order to reach and communicate with consumers (Calantone and Knight, 2000; Choi and Coughlan, 2006).

Quality is not defined as a situation of spending money to make money. Often times a product's quality can be improved by reducing waste, fewer dissatisfied consumers, and being more efficient in the production of the product. There has been research to support the theory that companies do not have to incur costs to make their product superior in order to have superior quality. Instead, attention to quality as a differentiating approach in dealing with competitors often can make a larger overall impact on quality (Calantone and Knight, 2000; Berden et al. 2000). Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision making processing in evaluating the purchase of a product (Berden et al. 2000; Hoyer and MacInnis, 2004).

2.3.2 Price/Value for Money

In retail markets, consumers are value driven, where value is considered a tradeoff among price and value. Price can serve as an indicator of quality for consumers. The higher the price of a product, the more perceived risk a consumer incurs (Quester and Smart, 1998). In general, consumers often associate a high-priced retail product with higher quality than those of lower pricing (Lambert, 1972). However, some researchers believe that this quality and price relationship is too simplistic (Sweeney and Soutar, 2001). Prices are used by marketers in retail stores in order to appeal to different consumers on different levels. The consumer uses

comparative judgments in order to evaluate a potential purchasing decision. The consumer utilizes reference prices in order to make these comparisons (Alvarez and Casielles, 2005). Reference pricing is a subjective price level that is used by the consumers to determine if the product is at an acceptable price for purchase (Mayhew and Winer, 1992). Brands in most product categories have a wide range of different prices. These prices vary for a vast number of reasons (advertising, lower economies of scale, premium brand positioning, generics, and several other factors). These prices demonstrate information perceived in many different ways by consumers. A consumer might perceive a lower priced product to be considered "cheap" or having low quality, whereas a different consumer could potentially see the low cost as a good value (Hruschka, 2002; Lambert, 1972).

Therefore, price is a major factor in determining brand choice. First, several studies have been conducted in order to determine the effect of price on alcohol consumption. Studies have found an inverse relationship for sales and pricing. For example, as price of alcohol beverages increase, then sales for these products decrease and vice versa (Österberg 1995; Levy and Sheflin, 1983). Second, the consumer wants the best product at the best price. Therefore, a higher priced item will have more economic risk, but higher priced goods are more visible to others socially. For example, some consumers choose to never purchase generic products because they believe the quality of the product to be inferior. In addition, they have a social fear that others will perceive that they are not economically well off (Hoyer and MacInnis, 2004).

2.3.3 Switching cost

Switching cost plays an integral role extensively in literature. Well switching cost appears in different terms to every researcher to (Benkenstein and Stuhlreier,2004) switching cost is related to poor service quality and to (Gerrard and Cunninggham, 2004) its related to the customer's reaction to high prices where as to (Bowen and Chen 2001) switching cost is thus the action taken by the customer when the customer get dissatisfy. (Burnham, Frelsand & Mahajan 2003),

He has classified switching cost as the following: (a) procedural switching costs, (b) financial switching costs, (c) relational switching costs. However these costs were negatively correlated with the customer's switching behavior pattern. Klemperer (1995) defined the three types of switching cost (a) artificial cost (b) learning cost (c) transaction cost.

Whereas the most important is the transaction cost which shows that the customer should be aware of the cost incurs while switching to another service providers. Jones, Mothersbaugh & Beatty, 2000) and (Sharma & Patterson 2000) they recommended that switching costs are basically the factors themselves in influential switching. (Bumham, Frels & Mahajam 2003) survey in cross- industry specify that switching cost such as financial loss and suspicions with the new service provider discourage consumers from switching to other service providers regardless of dissatisfaction. References of family and friends and pressure for consistency could also dispirit customers from switching through peers, expectation, customs and traditional values.

Customer satisfaction among theoretical literatures has been given much consideration. (Fornell 1992) defined that satisfaction derives from the overall assessment depending upon the total consumption and purchase experience of the service compared with repurchasing expectations over time.

The evaluation that a customer makes of any definite transaction is known as Satisfaction. While (Oliver 1980) stated that " Satisfaction is a summary psychological state resulting when the emotions surrounding disconfirmed expectations are coupled with the customer's prior feelings about consumption experience".

In marketing literatures, customer satisfaction has been an indicator in evaluating the relationship between customers and service providers.

According to Li (2008), five emotions perceived by customers as below are satisfactory:

(1) Satisfaction: the products can be accepted or tolerated;

(2) Content: the products bring people with a positive and happy experience;

(3) Relieved: the products remove people's negative state.

(4) Novelty: the products bring people with freshness and exciting;

(5) Surprise: the products make customer unexpectedly pleased

(Yi & Jeon, 2003) His study is based on the subscription market. Customers basically subscribe to mobile phone services with no purpose of switching, they tend to remain loyal with the present service until and unless some factors prompt them to switch to another network for

improved features or services. The research shows that customer satisfaction is basically could not be fully explained through customer retention that if customer is retained he is satisfied. There are other underlying factors to determine the switching. (Inger 2008) He analyzed that the fine understanding of the emotion that plays an important role in customer switching behavior and identifies the occurrence of negative distinct emotions in terms of distinct triggers. The findings was that the emotions identified were located in the relationship trigger part and was immensely expressed by the respondents during their switching behavior in forms of anxiety, annoyance, disappointment and dissatisfaction, stress tension etc. (Seth et al 2008) describes in his study that to manage the customer perceived service quality for a cellular mobile phone, it analyzes that the service quality attributes is very important whereas responsiveness is its most important dimension, followed by other dimensions such as reliability, customer network quality, assurance ,empathy and tangibles. (Kalpana & Chinnadurai 2006) analyzes in their study named "Promotional Schemes for Cellular Services" stated that the increased in competition and customer's changed taste and preferences in all over the world prompting the companies to change their strategies as well. The study revealed that the advertisement plays vital role in influencing the customers to switch over.

2.3.4 Social Influence

Social influences consist of influential factors determined by family and friends. College students have more of a propensity to drink the brands that their parents and friends consume on a regular basis. When children leave their parent's home to join the workforce or go off to college, then a majority of them are taking their parents' purchasing behaviors with them. These behaviors may diminish over time as the young adult is separated from their family, but the influence is still apparent (Feltham, 1998). In addition, adolescents are exposed to peer-pressure and group-think mentalities, which lead them to consuming brands that their friends and peers consume (Collins et al. 2003). This social influence stems from persuasion by attitudes and behaviors of fellow peers (Jessor, 1981 and Kandel, 1980). Therefore, normative influences can have an effect on brand choice for the beer product category. Throughout research on social behavior, other individuals' behaviors may serve as cues which could increase the potential for behavior. In addition, the behavior of others might remind the individual that alternatives to their own behavior are available (Bandura, 1977).

Social influence has an effect on brands that consumers choose. There is a social risk associated with every purchase decision a consumer makes. Opinion leaders, family/friend influence, reference groups, social class, culture, and subculture can affect the brands that a consumer purchases. This social risk is often associated with what the consumer believes are acceptable brands based on the brand perceptions in the individual's social group. For example, a consumer may purchase a higher priced, upscale brand in order to identify and be accepted by a higher social class (Hoyer and MacInnis, 2004).

2.3.5 Situational Factors

Benefits sought out by consumers can differ based on the situation that the consumer is in (Yang et al. 2002). According to Belk (1974), "Situations may be defined as those factors particular to a time and place of observation which have a demonstrable and systemic effect on behavior". Consumers evaluate brands in different manners based on the situation (Vazquez et al. 2002). It is suggested from previous research that situational factors are a better predictor for consumer behavior than measures involving consumer attitudes. Research has indicated that consumer preferences change according to their environment (Quester and Smart, 1998; Lai, 1991, Belk, 1974).

According to Lai (1991), there are three types of situations that are used in marketing strategy among situational factors: communication situation, purchase situation, and consumption situation. Situational drivers should have a frequent number of customers per situation. In addition, each situation must be clearly different than the other in order to account for variance measures. Therefore, effects from environmental factors are not homogenous but rather heterogeneous (Miller and Ginter, 1979; Yang et al. 2002).

A consumer might choose a brand based on being in different situations and will therefore, be motivated to drink a certain brand (Yang et al. 2002). According to drinking studies, around 80% of young people's total alcohol consumption occurs at a public place (Knibbe et al. 1991). The greatest occurrences of drinking are in the home or in bars (Wilks and Callan, 1990). In addition, heavy and light drinkers tend to drink twice as much during "happy hours" in bars than they do

during times that are not involved in such promotions. Therefore, there are some interaction effects of brand benefits based on situational factors (Babor et al. 1978; Orth, 2005).

Consumers may face similar environments, but there are several motivating conditions that play a role on brand choice depending on the consumer (Yang et al. 2002). Several studies have shown this idea of situational influences proving that individuals prefer to drink different brands based on different occasions (Bearden and Etzel, 1982). For example, Quester and Smart (1998) used the purchase of a bottle of red wine for a drink during the week (alone or with one's family) over dinner, for a dinner party at a friend's house on a weekend (with 5 to 6 close friends), and as a gift for an employer or respected friend. Orth (2005) evaluated three different situations based on drinking red wine with the same scale from Quester and Smart. Miller and Ginter (1979) explored situational impacts on brand choice with respect to fast food restaurants. The situation variations analyzed were lunch on a weekday, snack during a shopping trip, evening meal when rushed for time, and evening meal with the family when not rushed for time. All of the studies involving situational factors demonstrated significance based on impacting brand choice (Orth, 2005; Miller and Ginter, 1979).

Areas that have been studied with situational drivers include product involvement, brand choice, and product attributes. High product involvement was considered a factor that influences behaviors with the interaction of situational drivers. Product factors have different levels of importance to consumers based on situation. Brand choice has been found to be impacted significantly by situational factors (Orth, 2005; Quester and Smart, 1998; Miller and Ginter, 1979; Yang et al. 2002).

It is important for marketers to understand where brands are effective in given situations. This gives marketers insights as to where the brands are being effectively communicated, purchased, and consumed (Miller and Ginter, 1979; Quester and Smart, 1998). However, one study has argued with these notions. Results from a research study using a probability models to determine preferences indicated that marketers do not have to make their brands congruent to consumers or their environment. It is suggested that the source of brand preferences must be understood in order to have an impact on situational factors that influence brand choice (Yang, et al. 2002).

Situation variation depends on the product category used for research (Belk, 1974). Beer is an important category to use because it is a narrowly defined product category in accordance with researching situational drivers (Miller and Ginter, 1979). Drinking beer is considered an activity that may occur in distinct situations. Therefore, there should be a clear variance according to their changing environment (Yang et al. 2002).

2.3.6 Demographics

Demographic variables have been proven to be indicators for brand choice. Factors such as age and gender play a role in how consumers evaluate and ultimately purchase brands in several different product categories (Walsh and Mitchell, 2005). Based on studies involving demographics and drinking behaviors, males tend to drink in larger quantities in same sex groups, whereas women drink with mixed crowds or with a male (Hartford et al. 1983). Age is also a variable to be explored for college students because there are those of legal age and others that are obtaining beer illegally. There are a number of these college students that purchase beers illegally via a false ID or by having an older peer purchase it for them (Schwartz et al. 1998). In addition, there is very little known about demographic issues such as gender, age, and education (year in college) with particular subject matter as it relates to this segment and brand choice.

2.3.7 Brand Loyalty

Brand Loyalty is the only tool for any company to survive in a severe competition. Brand helps in creating relationship between consumer and producer. To be a leading company, it is a massive task to build brand loyalty. Brand is the only word that differentiates the goods and services from the other ones. Therefore, the dominated companies spend a lot on the brand to make it unique in order to develop the brand loyalty. Brand loyalty can be created by the numerous ways and strategies but most convenient ones are how much you fulfill your promises in the light of brand credibility and so on service quality is how much strong. If the customer is satisfied then it will show its loyalty towards brand and if not then it shift the intention towards other brand in term of brand switching (Oliver, 1999; Russell-Bennett et al. 2007).

Brand is an important subject which creates positive image in eyes of customers to make itself different from the competitors (Kotler, 2004). Loyal customers even at toughest times purchase the product offering at high rate. Brands are the asset of organizations.

2.3.8 Customer Satisfaction

It is the perception of the customer created by the companies through the advertising publicities, and other social media intend to purchase the product. In general it is the feeling of customer about product quality and its features provided to them such a performance and reliability of the product. The promises made by the brand product to meet the expectations of the customers (Zenithal, 1988). Basically there are two phases of the quality objective and perceived quality.

It is commonly used in studies. Basically satisfaction is a speedy or quick experience of the customers after using the product through which the overall satisfaction can be assessed (Lam, et al, 2004). Various studies tells that the loyalty is affected by the satisfaction through the satisfaction level we can predict the purchase intentions and behavior of consumer towards the brand product (Egbert, 2002).

Practical studies illustrate that satisfaction is the producessor of brand loyalty, intention to rebuy the product and behavior of brand towards its customers (Russell- Bennett et al., 2007). Brand loyalty can increased by the satisfaction of customer and repeat the purchase of the same product services.

2.3.9 Brand Credibility

Brand Credibility means the image of the brand in the mind of the customer or consumer, it is the mixture of multi characteristics term. The characteristics of the term contain reliability what is advertised by the manufacturer of brand in term of, truthfulness, claim justification and, delivering and trust spreading. Brand credibility contains three terms expertise, good looks, and trustworthiness (Sternthal and Craig, 1982; Erdem and Swait, 2004). Market share and brand's customer based are affected by the brand credibility (Chaudhuri and Holbrook, 2001).The manufacturers are looking for the motivators that can gradually increase the brand credibility. Brand credibility also supports the manufacturers and customers relationship and makes them strong and log run. The importance of brand credibility in making the decision and other choices is vital.

Brand credibility give rises to the risk minimization approaches for the customer if it satisfied with the brand specification. This will reduce the perceive risk and further more reduce the

information outlay during using the brand, (Shogun, 1980; Day, 1969; Jacoby and Chestnut, 1978). Behavioural and attitudinal brand credibility leads to loyalty. These are the two unique dimensions while measuring the brand loyalty, (Gremler, 1995). Loyalty regards to re-purchasing product and attitudinal loyalty spreads the commitment of consumer towards brand having additional values, (Chaudhuri and Holbrook, 2001).

2.4. CONCEPTUAL FRAME WORK

Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA) is one of the most researched models that describe the psychological processes of decision making. It is comprised of three main components in order to predict behavior. The three components are attitude, subjective norms, and intention. This model has been applied to many different areas of study such as alcohol, marijuana, and purchasing consumer products (Eagly & Chaiken, 1993).

In this model, attitude involves the positive or negative associations an individual has on specific behavior. Subjective norms deal with the normative and social influences that impact an individual's behavior. Social influence on an individual and susceptibility to interpersonal influence are factors that measure subjective norms. In a given population, there may be cases that lean more towards attitude providing more influence in terms of behavior. However, in other cases, subjective norms might potentially lead to a different behavior (Trafimow & Fishbein, 2001). Other influential factors could be intrinsic and extrinsic. They result from situational and/or interpersonal factors (Chatzisarantis and Biddle, 1998; Bagozzi et al. 1992).

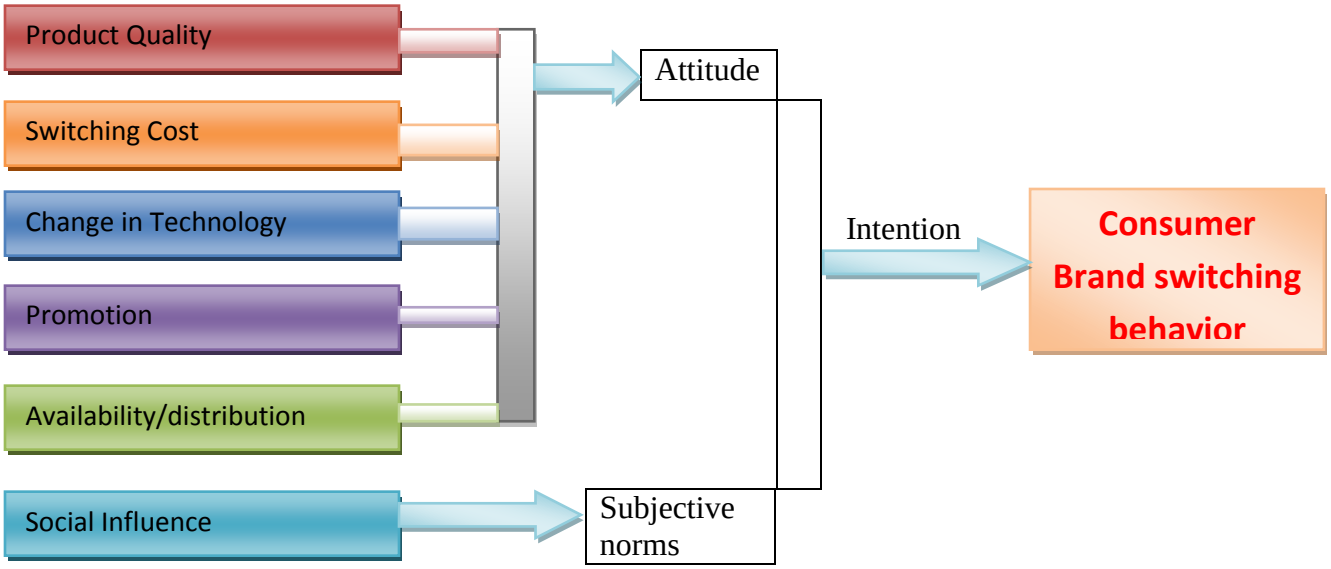
The two main factors involved in TRA, attitude and subjective norms, lead to intention. Intention is the likelihood of completing a certain behavior, and the relative importance of normative influence and attitudinal considerations. Intention is utilized for understanding judgment based on how a final decision is made (Ajzen & Fishbein, 1980). Consumer factors such as demographics and consumption behaviors provide an understanding of intention. Intention can give marketers an idea of how a consumer will behave toward particular brands (Bagozzi et al. 1992).

According to previous research studies, other variables aside from attitude and subjective norm can have an overall impact on behavior (Trafimow & Fishbein, 2001). Susceptibility to interpersonal influence and social influence lead to subject norms in an individual. Quality, price,

emotion, environment, health benefits, and product category involvement deal with the individual's attitude toward the brand. In addition, importance of subjective norms and attitudes can vary depending upon the situation (Bagozzi et al. 1992). All of these components, either weighing more heavily on subjective norm or attitude, lead to intention. This intention results in an individual beer brand choice and beer consumption behavior.

There have been several studies involving the TRA model and alcohol research studies. These studies involved predicting alcohol consumption behavior (O'Callaghan et al. 1997; Trafimow, 1996; Wall et al. 1998). Most of these particular studies were used in efforts to understand and predict drinking behaviors prevalent among college students. These studies were ultimately used in order to curve drinking behaviors. The TRA model has been utilized in this study to conceptualize research questions involving beer brand choice and beer consumption behaviors. Figure 3 illustrates the TRA model used for this study. The model has been extended in order to demonstrate all measures involved in this study. This modified model is exploratory in nature in order to gather a theoretical understanding among variables used in the study. The model lists the organization of variables as they relate to the concepts and relationships in the model.

Figure 3 : conceptual framework for Consumer brand switching behavior



The Determinant Variables in Consumer Brand Switching Behavior in line With the Theory of Reasoned Action (TRA) model.

CHAPTER THREE: RESEARCH DESIGN & METHODOLOGY

This chapter states the design of the research and explains the sampling techniques used. It also give details of the data sources, tools of data collection and procedure of data collection, methods of data analysis as well as the scope and organization of the study.

3.1 Research design

The research employed descriptive research designs which refer to a set of methods and procedures that describe marketing variables. Descriptive research uses a set of scientific methods and procedures to collect raw data and create data structures that describe the existing characteristics or situations (example, attitudes, intentions, preferences, purchase behaviors, evaluations of current marketing mix strategies) of a defined target population or market structure instead of interpreting and deciding decision (Creswell,1994). Descriptive research designs are appropriate when the research objectives include determination of the degree to which marketing (or decision) variables are related to actual market phenomena. Here, the researcher looks for answers to the how, who, what, when, and where questions concerning different components of a market structure.

Descriptive studies generally allow decision makers to draw inferences about their customers, competitors, target markets, environmental factors, or other phenomena of concern. A quantitative approach is under descriptive research design that is decided and adopted based on the nature of the problem, objectives of the study, the level and nature of the research questions and the practical considerations related to the research environment among others. Moreover, the quantitative approach allows explanation of a phenomenon by collecting numerical data that are analyzed using mathematically based method, particularly statistics. Having the proposed approach to conduct the study, therefore, the researcher have used cross-sectional survey method which is the subset of quantitative approach for data collection which will allow information to be collected from sampled customers. Hence, to gather data for the study, the researcher have employed a survey questionnaire as the research design. The research strategy is consistent with past studies with similar aims.

It was intend to use the quantitative and method because the nature of the survey this research administers will use about seven variables which analyzed using quantitative approach. It

generally involves the collection of primary data from large numbers of individuals with the intention of projecting the results to a wider population. It includes surveys and content analysis. Since the aim of the study was to generalize on the brand switching based on the representative sample, a quantitative method was deemed suitable. Moreover, the findings are subjected to some mathematical and statistical manipulations to produce broadly representative data.

3.2 Sample and Sampling Techniques

The target population of these studies is consumers of beer in the Gondar district ('zone'). Since there are one city and many towns and villages, the study focuses on a city and major five towns based on the beer usage (consumption) and different geographical altitude. They are also in the root roads of the district.

3.2.1 Sample size determination

To determine the population of the study, the researcher collects data from the Brewery and its customers. As it is not manageable to go through identifying the beer customer, the researcher used the formula for the infinite population in order to take the sample determination. Hence, the actual data to the study were collected from brewery's managers and the respective customers in the study area by calculating a representative sample size based on the formula Israle, 1992. To determine the sample size on confidence (5%) interval from infinite population, the researcher used the formula as follows. To collect the data for understanding the situation about brewery and its customers, a sample of 384 respondents were asked to participate in a self-administered questionnaire. The population for the current research is customer of breweries in North Gondar region.

$$\text{Thus, } n = \frac{(Z)^2 \times p \times q}{(e)2}$$

Where $q=0.5$ $P=1-q$

Z=infinite population number=1.95

e= expected error (level of precision) and

n= sample size

$$\text{Thus, } n = \frac{1.95 * 1.95 * 0.5 * 0.5}{(0.05)^2} = \underline{\underline{384}}$$

Table 2: Major location, customer per day and the selected sample size

S/n	Name of Study(City or town) areas,	Number of population aged above 18	Percentage of each major city and towns percentage share	Selected Sample proportionally
1	Gondar city	160,000	27	104
2	Debarke town	58,000	10	38
3	Metema (Gende-Weha) town	126,000	21.24	82
4	Aberhajera	78,000	13.1	50
5	Makesgnite	78,000	13.1	50
6	Allefastkussa	96,000	16.1	62
Total sample size		**752000**	**100 %**	**384**

***Source**: Data from North Gondar district communication Bureau, Gondar (2008E.C) and own tabular presentation*

Therefore, the sample size that the researcher dealt was 384 beer customers. The proportionate sample size of beer customers of the district is shown in Table 2.

3.2.2 Sample selection Techniques

Form the expected beer consumers of the district, 384 were selected using proportional probability to size (PPS) approach, because the number of major super market customers in stratum is different, so that to be more representative PPS is appropriate. In summary, the study used multistage sampling. In the first stage stratified sampling, the total population was divided in to six groups based on where they live. In the second stage the researcher use simple random

sampling to select because it is considered as the simplest, most convenient and bias free selection method. It enables every member of the population to have an equal and independent chance of being selected proportionately as respondents (Yamane, 1967).

For the purpose of getting different group of people, the study involved city and towns from different corners. It involved a total of six a city and towns which are selected from the district. A total of 384 respondents were included in the study, which were selected randomly.

3.3 Sources and Tools of Data Collection

This research used both primary and secondary data sources. The primary data was collected using survey methods of data collection that is self administered questionnaire. The survey was constituted by 31 item statements that represent 1 dependent variable assumed as "brand switching behavior"; and seven independent variables referred demographic character, product quality, price, switching cost, technological change, promotion, social influence and distribution. Brand switching behavior of North Gondar districts consumers were selected in major City and towns. Quantitative measure, in conjunction with five-point Likert scale (1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree), is used to measure responses/ rating of participants to all survey items. In case of secondary data sources: Books, Journals, Research papers and inter-net sources were used.

Since questionnaire is the tool for data collection, it administered among customers of beer in the study areas. The questionnaire was first written in English, translated into Amharic and then translated back to English to ensure the accuracy and consistency of wording. Consumer Brand switching behavior is the dependent variable while demographic character, product quality, price, switching cost, change in technology, promotion, social influence and distribution are independent variables.

3.4 Procedure of Data Collection

During the data collection first a brief explanation about the questioner was given to each participant on how to answer the questions through examples. The researcher tried to convince participants to take time and answer the questionnaire in bar, restaurant, hotel, etc. During the collection of questionnaires the researcher checked whether all the questions had been properly answered.

3.5 Methods of Data Analysis

In this study descriptive statistics used to measure mean. Cronbach alpha test was employed to determine the reliability of the internal consistency between individual psychological processes which measured using multi item variable scales. Independent sample test and ANOVA test was used to test the hypothesis.

3.6 Validity and Reliability

3.6.1 Validity

According to Rubin and Babbie (2001) content validity refers to the sampling adequacy of the items of an instrument. It has to do with whether a measuring devise covers the full range of meanings or forms that would be included in a variable being measured. Expert opinions (advisor) were used in the design of the research instrument before it was used in the survey.

3.6.2 Reliability

Cronbach's Alpha is an index of reliability associated with variation accounted for by the true score of the underlying construct. Alpha coefficient range in value from 0 to 1 may be used to describe the reliability of factors extracted from dichotomous (that is, questions with two possible answers) and /or multi-point formatted questionnaires or scales (Struwig and Stead, 2001). Although there is no lower limit to the coefficient, the closer the Cronbach's coefficient alpha is to 1, the greater the internal consistency of the items of the scale. According to Guari and Gronhaung (2005), coefficient of less than 0.6 is considered poor, those greater than 0.6, but less than 0.8 are considered acceptable and coefficient greater than 0.8 are considered good. This study's questionnaire had an acceptable Cronbach's alpha coefficient of 0.69.

3.7 Organization of the study

Chapter one deals with introduction, chapter two deals with review of related literature, research design and methodology discussed in chapter three, Chapter four constitute results and discussion and the last chapter, chapter five, summarized study provides conclusion and way forward or recommendation.

CHAPTER FOUR: - DATA ANALYSIS AND DISCUSION

4.1 Descriptive Statistics for demographics

Demographic status of the respondents was presented as follow from Table 3.

Gender: Descriptive statistics for demographics provide information about participants' demographical profile of gender groups. The frequency of male respondents capturing 79.4% (305 respondents) is much greater than that of female respondents 20.6% (79) respondents. These mean female are non users of beer as of the men.

Age: Our sample is made up of 384 people, ranging from 21 to 71 years old. The respondents were chosen among customers from North Gondar district city and towns (Gondar City, Metema or Gende-weha, Debark, Aberhajira, Maksignti and Denbia towns. The vast majority of respondents ages less than 40, accounting for 88.2% of total sample size; the "above 40" respondents score 11.8%. There was no missing data reported. Most respondents were aged between 26 and 30 years old (48.4%), followed by the age group 21-25 (28.9%) and 31-40 (11.2%). The age average of the respondents was 33 years old.

Level of Education: Again most of the respondents are Diploma or certificate and degree holders and above, from 384 respondents 111 (28.9%) and 138 (35.9) respectively. The rest are primary education, high school Students and post graduate and above with 79(20.6%), 36(9.4%) and 20(5.2%) respectively.

Profession: The majority of the respondents were non government employee 40.6%. The self employed/private business owners, governmental organization employee, and students represented by 30.7%, 80% and 7.8% respectively.

Type of customers: Among the respondent, 75.3 % are external users and the rest are internal customers (most of them from Dashen beer factory employees and other beer factory sales persons). Again external examiners classified in to four groups namely agent, whole sallers, retailers and end users or final customers with contribution of 1.6%, 14.6 %, 16.4 % and 42.7% respectively. This means about half of them are end users.

Table 3: Demographic character's Frequency Percent

character			Frequency	Percent
Gender	Male		305	79.4
	Female		79	20.6
Age	21-25		81	28.9
	26-30		185	48.4
	31-40		39	11.2
	41-55		45	10.7
	>55		3	0.8
Level of Education	Primary education		79	20.6
	High school Education		36	9.4
	Diploma/certificate		111	28.9
	Bachelor Degree		138	35.9
	Post degree graduate and above		20	5.2
Profession	Self employed/ business Owner		118	30.7
	Gov Employee		80	20.8
	NGO Employee		156	40.6
	Student		30	7.8
Type of customers	Internal (different beer factories)		95	24.7
	External		289	75.3
	External	Agent	6	1.6
		Whole sellers	56	14.6
		Retailer	63	16.4
		End user	164	56.7

Source: sample survey 2016

4.2 Consumption pattern

Consumption pattern includes the average time a day customers drink beer, average drink in one occasion and finally the place where they drink. Most of the respondents drink beer once a day averagely a day, about 60% of the sample- Table 4. And the rest 40% averagely drinks above 2 times a day (2 times about 30% and 3 times about 10%).

Table 4: Average time a day drink beer

Average time a day drink beer	Frequency	Percent
1	230	59.9
2	114	29.7
3	40	10.4
Total	384	100.0

Source: sample survey 2016

Beside the average time a day drink beer the average drink in one occasion is also very curtail to know the customers consumer pattern. Among 384 respondents 59.7% averagely drinks three and more bottle (330 ml) beer in one occasion. The sum percentage for the less than tree bottle (330 ml) beer in one occasion is 40.3%. Table 5 presents the all findings of average drink (bottle and/or can with 330 ml) in one occasion

Table 5: Average drink (bottle and/or can with 330 ml) in a one occasion

Average drink (bottle and/or can with 330 ml) in a one occasion	Frequency	Percent
1	36.0	9.4
2	119	30.9
3	154	40.1
4	039	10.2
5	036	09.4
Total	384	100.0

Source: sample survey 2016

Then we can compare the average time a day drink beer and average drink (bottle and/or can with 330 ml) in a one occasion. The mean for the average time a day drink beer is 1.51 (Table 6) and the mean for the average beer drink in one occasion is 2.81(Table 7). This means averagely

all respondents drink beer 1.52 times a day and average beer drink in one occasion is 2.81. By multiplying these two figures it enables to reach the average daily beer consumption. Therefore 4.24 (1.51*2.81) is the average daily beer consumption in 330 ml bottle Or 17 bottle with 330 ml within 4 days.

Table 6: comparison between average time a day drink beer and average drink in a one occasion

Average drink (bottle and/or can with 330 ml) in a one occasion	Mean of average time a day drink beer	N	Std. Deviation
1	1.13	36	.339
2	1.36	119	.517
3	1.52	154	.845
4	1.97	39	.423
5	1.77	36	.427
Total	1.51	384	.678

Source: sample survey 2016

Table 7: comparison between average drink in a one occasion and average time a day drink beer

Average time a day drink beer	Mean	N	Std. Deviation
1	2.47	230	.904
2	3.40	114	1.302
3	3.03	40	.357
Total	2.81	384	1.086

Source: sample survey 2016

An application of three point Likert scale to measure responses, ranging from 'Agree' = 1, 'Some' =2 and 'Disagree' = 3, explains that six events and places in the survey questionnaire. For the question favorite events or places to drink beer, most of the respondents show their disagreement to drinking beer in bar or club with date or friends, at family event and party with friends at home with 61.7%, 70.8%, 90.6% and 80.5 respectively (Table 8). Most of the respondents prefer to drink beer at sporting event and alone at home at 69% and 80.2% respectively.

Table 8: Favorite events or places to drink beer

Events	**Agreement**					
	Agree		some		Disagree	
	frequency	percentage	frequency	percentage	frequency	percentage
In bar or club with date or friend	72	18.8	75	19.5	237	61.7
At sporting event	265	69	80	20.8	39	10.2
At family event	36	9.4	76	19.8	272	70.8
At a restaurant with a date or friends	36	9.4	-	-	348	90.6
Party with friends at home	75	19.5	-	-	309	80.5
Alone at home	308	80.2	36	9.4	40	10.4

Source: sample survey 2016

4.3 Descriptive statistics for variables

The statement that describes best customers' brand switching behavior is "Are you likely to switch from current beer provider to another?"

An application of five-point Likert scale to measure responses, ranging from Total Disagree = 1 to Total Agree = 5, explains that 8 sections (including to the independent variable) in the survey

questionnaire can be regarded as supported by respondents if the section is scored above 3 in the scale. The first section (independent variable) of the survey results in 3.02 of mean score (See Table 4 below), indicating that Gondar city consumers have not such much tendency to switch brand that stick brand. There is no missing data reported.

From Section two to section eleven (Table 4) is constructed to measure the influences of product quality, price, switching cost, technological change, promotion, social influence and availability factors on customer's brand switching behavior. The average mean scores of majority of variables propose the existence of respondents on various factors influencing their switching behavior. On the other hand, the variable "switching cost" and "technological change" scored less than 3 (2.89 and 2.97 respectively) in mean scale may suggest that this variable is not rated as strongly as beer quality (4.28).

Table 9: Descriptive Statistics for Variables

Variables	N/ break variable	Mean	Std. Deviation
Consumer Brand Switching Behavior	384	3.02	.987
Product quality	384	3.28	.752
Price	384	3.04	1.203
Switching cost	384	2.89	.860
Technological change	384	2.97	.659
Promotion	384	3.25	.601
Social influence	384	3.20	1.433
Availability	384	3.08	1.190

Source: sample survey 2016

4.4 .Cornbanch's Alpha Test

Bivariate correlation between variables, directly relationships and influences of independent variables on customer's brand switching behavior were examined afterward, using Pearson Correlation and Regression analysis.

Table 10: Factor analysis for dependent variable for Consumers brand switching behavior

Factors/Items	*Factors loading*	*Cronbanch's Alpha*
Consumer brand switching behavior	*.979*	*.979*

Source: sample survey 2016

One component, noted as independent variables, are extracted by factor analysis. In addition, all items in dependent variable are homogeneously loaded in single component, making 30 components in total. Internal consistency was checked using Cronbach's alpha in the next stage to ensure the reliability of data (Table 10& 11).

Table 11: Factor analysis for independent variables for consumers brand switching behavior

Factors/Items	*Factors loading*	*Cronbanch's Alpha*
PRODUCT QUALITY		*.880*
The level of product quality provided by the current beer product provided is good.	*.867*	
Its packaging is nice for eye and has quality	*.834*	
Its taste is good	*.745*	
Its gas is better than other breweries	*.712*	
It stimulation is greater than any other breweries	*.780*	
Form production up to end users it kept cool using like refrigerator, van with area cooler and etc.	*.828*	
It has an acceptable standard of quality	*.867*	
It has consistent quality	*.780*	
PRICE		*.774*
It is reasonably priced.	*.828*	
It offers value for money.	*.745*	
It is a good product for the price.	*.712*	
I like beer factories Pricing at a Premium	*.706*	
I like beer factories offering lower prices on goods and services to draw attention away from their competition (pricing for market penetration)	*.712*	

I like beer factories aiming to attract the most price-conscious consumers (economy Pricing)	*.780*	
I like beer factories with techniques that marketers use to encourage customers to respond on emotional levels rather than logical ones (Psychology Pricing).	*.691*	
SWITCHING COST		*.706*
It will cost lot of money to switch to new product provider, eg. (Bottle, 'karate', promotion and cost).	*.691*	
It will take too much time to switch to new product provider.	*.706*	
TECHNOLOGICAL CHANGE		*.770*
The current beer producer continuously upgrades its product according to the trend	*.745*	
The Software in the beer factory which is used in stage of production coup up with new technology	*.712*	
The current beer producer offers new technology and new bottle design, bottle volume and cork.	*.745*	
PROMOTION		*.752*
The advertisements of the compotators are encouraging me to switch the beer product provider.	*.712*	
The brand ambassadors of the company are influencing me to switch the beer product provider.	*.867*	
I like beer factories uses promotion to increase sales, inform potential customers about new products, and create a positive business or corporate image.	*.834*	
I like beer factories give news releases to announce newsworthy developments about a company's products or services, distribution channels, facilities, operations, partners, revenues	*.780*	

and earnings, employees, and events (public relation).		
personal selling, direct marketing I like beer factories uses other promotion strategies which is used like	*.691*	
SOCIAL INFLUNCE		*.932*
My family and friends are influencing me to switching current beer product provider	*.999*	
I often consult other people to help choose the best alternative available from a product class.	*.745*	
AVAILBALITY		*.867*
The current beer product provider makes reach their product to the customer on time.	*.950*	
Where ever I go(geographical different area) I can find the beer which currently used to drink	*.780*	
In every grocery, restaurant, hotel and other like paces I can find beer which is currently I am customer.	*.691*	

Source: sample survey 2016

As the Cronbach's alpha coefficient test closer and closer to 1, the greater the internal consistency of the items of the scale. And Cronbach's alpha coefficient of 0.69 is acceptable (Guari et al, 2005). Two of the variables mean Coefficient greater than 0.8 and considered good and all variables internal consistency coefficients are acceptable since greater than 0.69.

4.5 Pearson correlation, regression results and discussions

- Pearson Correlation outcome shows the cross-relation of all variables in the independent variables, in which p-value less than 0.05 can be deem strongly correlated.
- Regression analysis results suggest the significance of the anticipated influence of independent variables on dependent variables, in which significance (p-value) less than 0.01 should be considered supporting the hypothesis.

Table 12: Pearson correlation

		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
BRAND SWITCHING BEHAVIOR	Pearson Correlation	1							
	Sig. (2-tailed)								
BEER QUALITY	Pearson Correlation	.799**	1						
	Sig. (2-tailed)	.000							
PRICE	Pearson Correlation	.666**	.904**	1					
	Sig. (2-tailed)	.000	.000						
SWITCHING COST	Pearson Correlation	.408**	.520**	.635**	1				
	Sig. (2-tailed)	.000	.000	.000					
TECHNOLOGICAL CHANGE	Pearson Correlation	.637**	.906**	.948**	.516**	1			
	Sig. (2-tailed)	.000	.000	.000	.000				
PROMOTION	Pearson Correlation	.639**	.880**	.954**	.669**	.914**	1		
	Sig. (2-tailed)	.000	.000	.000	.000	.000			
SOCIAL INFLUNCE	Pearson Correlation	.899**	.906**	.844**	.500**	.868**	.843**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		
AVAILABILITY	Pearson Correlation	.820**	.910**	.936**	.656**	.873**	.953**	.935**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

Source: sample survey 2016

Table 13: Multi-linear regression for hypothesis test

Model	B	Sig. (P- Value)
(Constant)	-0.301	0.000
(H1) BEER QUALITY	0.454	0.000
(H2) PRICE	-0.359	0.066
(H3) SWICHING COST	-0.005	0.846
(H4) TECHNOLOGICAL CHANGE	-0.030	0.868
(H5) PROMOTION	1.734	0.000
(H6) SOCIAL INFLUNCE	0.468	0.010
(H7) AVAILABILITY	-2.283	0.000

Source: sample survey 2016.

Note. Dependent Variable: Consumer brand switching from current beer provider to another

H1: Product Quality has a positive significant impact on consumer brand switching behavior in the beer industry.

Pearson correlation analysis shows significant correlation between beer quality and brand switching behavior of consumers ($p < 0.05$). In addition, the correlation coefficient between product quality and brand switching behavior of consumers (r = 0.799) is relatively high, indicating a fairly strong correlation between these two variables. Consistent to expectation, Regression test (Table 4.11) reveals p-value smaller than alpha 0.01, indicating a directly relationship where product quality significantly influence the customer's brand switching (p = 0.001). Thus, the hypothesis is statistically supported.

H2: Price has a positive significant impact on consumers brand switching in the beer industry.

Pearson correlation analysis shows significant correlation between price and brand switching of consumers ($p < 0.05$). In addition, the correlation coefficient between price and brand switching behavior of consumers (r = 0.666) is relatively good, indicating a fairly strong correlation

between these two variables. Does not Consistent to expectation, Regression test (Table 13) reveals p-value greater than alpha 0.01(p=0.066). Thus, the hypothesis is not statistically supported.

H3: Switching cost has a negative significant impact on consumers brand switching in the beer industry.

Regression test (Table 13) reports no significant influence of switching cost on customer's brand switching behavior ($p > 0.01$); even if result obtained from Pearson correlation argues for a significant correlation between these two variables ($p < 0.05$). Thus, the hypothesis is not statistically supported.

The significant relationship observed from the result of Pearson correlation test may come from the correlation of brand switching with other variables having significant directly relationship on customer's brand switching behavior revealed by Regression test. The correlation coefficient (r = 0.408), justifying for the significant correlation even though no significant directly influence found between shopping atmosphere and customer's brand switching behavior (Table 12).

H4: Change in technology has a positive significant impact on consumers brand switching in the beer industry.

The p-value of Regression analysis ($p > 0.01$) exposes no significant influence between the in-store layout and customer's brand switching behavior (Table 13) in spite of the significant relationship is observed from simple bivariate test ($p < 0.05$). Thus, the hypothesis is statistically supported.

The significant relationship observed from the result of Pearson correlation test may come from the correlation of change in technology with other variables having significant directly relationship on customer's brand switching behavior revealed by Regression test. The correlation coefficient (r) between in-store layout and customer's mood interaction are highest among coefficients with other variables significantly influencing customer's brand switching behavior (r = 0.637), justifying for the significant correlation even though no significant direct influence found between shopping experience and customer's brand switching behavior (Table 12).

H5: Promotions have a positive significant impact on consumers brand switching in the beer industry.

Pearson correlation analysis shows significant correlation between beer quality and brand switching behavior of consumers (p = 0.000). Consistent to expectation, Regression test (Table 4.11) reveals p-value smaller than alpha test 0.05 (p = 0.001). Thus, the hypothesis is statistically supported.

H6: Social influences have a positive significant impact on consumers brand switching in the beer industry.

The p-value of Regression analysis (p= 0.01) exposes no significant influence between the fashion and customer's brand switching behavior (Table 13) even though the significant relationship is observed from simple bivariate test (p < 0.05). Thus, the hypothesis is statistically supported.

H7: Availability (Distribution) has a negative significant impact on consumers brand switching in the beer industry.

Availability or distribution is found to be the strongest influential factor on customer's brand switching behavior, in that p-values generated by both Pearson correlation test (Table 12) and Regression analysis (Table 13) are correspondingly equal to 0 (p = 0.000). In addition, the correlation coefficient (r = 0.339) and influential coefficient (P= 0.000) are highest amongst other variables with beer quality and promotion. The p-value of Regression analysis is less than 0.001, in conjunction with high value of (P), provide sufficient and excellent evidences about the existence of the absolute directly relationship where in-store browsing significantly and directly influences the customer's brand switching behavior. Thus, the hypothesis statically supported.

4.6 Consumption of beer brands

Table 14: Brands of beer consumed in the past month

BREWERIES	Frequency	Percent
Dashen Beer	142	37
Waliya Beer	97	25.3
St. George	92	24
Habesha	47	12.2
Other breweries	6	1.5
Total	384	100.0

Source: sample survey 2016

The most popular brand in area in the previous month was Dashen beer with 39 % of the total 384 respondents and Waliya and St. George 25% and 24% respectively. Unlucky in the next month, there was high switching behavior in the Dashen beer. And customers go to the Waliya and St. George and these beer factories become the leading beer provider industries in the district (Table14 and 15).

Table 15: Brands of beer consumed in the next month

Breweries	*1st rank*	*2nd rank*	*3rd rank*	*4th rank*	*5th rank*	*6th rank*	*7th rank*
Waliya	*118*	*106*	*93*	*65*	*2*	-	-
St. George	*112*	*98*	*186*	-	-	-	*39*
Dashen	*85*	*66*	*27*	*119*	*82*	*5*	-
Habesha	*68*	*55*	*4*	*190*	*16*	-	-
Raya	-	*52*	*74*	*10*	*248*	-	-
Meta	-	-	-	-	*36*	*348*	-
Other breweries	*1*	*7*	-	-	-	*31*	*345*
Total	*384*	*384*	*384*	*384*	*384*	*384*	*384*

Source: sample survey 2016

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

Under these chapter the researcher employed summery, conclusion and recommendation so, after successively collected and analyzed the data, we are finally able to draw a conclusion about the customers' brand switching behavior. Initially, the purpose of this thesis was to analyze the factors affecting consumers' brand switching behavior and to investigate the relationships between those seven variables enabling us to predict customers' brand switching behavior through the studied techniques.

5.1 Summary

After successively collected and analyzed the data, we are finally able to draw a conclusion about the customers' brand switching behavior. Initially, the purpose of this thesis was to analyze the factors affecting consumers' brand switching behavior and to investigate the relationships between those seven variables enabling us to predict customers' brand switching behavior through the studied techniques.

Thereby, in order to study the relationships, seven hypotheses have been stated shaping the overall scheme of the thesis after reviewing the existing literature: (H1) Product Quality has a significant impact on consumers brand switching in the beer industry. (H2) Price has a positive significant impact on consumers brand switching in the beer industry. (H3) Switching cost has a negative significant impact on consumers brand switching in the beer industry. (H4) Change in technology has a significant impact on consumers brand switching in the beer industry. (H5)Promotions have a significant impact on consumers brand switching in the beer industry. (H6) Social influences have a significant impact on consumers brand switching in the beer industry. And (H7) Availability (Distribution) has a significant impact on consumers brand switching in the beer industry.

The analysis of the data collected among 384 respondent customers enabled us to answer the hypothesis using the Pearson correlation and the standard multiple regression tests with the software SPSS.

Among seven hypotheses, four of them have significant impact and the direction of the effect is the same as shown in the hypotheses except promotion which goes in different direction from the hypotheses, these accepted hypotheses are, product quality has significant difference in affecting brand switching behavior.

The result of the study states that there is a directly relationship between customers' brand switching behaviors that are; promotion positively affect brand switching behavior, product quality positively affect consumers brand switching behavior, social influence positively affect (induces) brand switching behavior of consumers, and availability/distribution positively affect consumers brand switching behavior .

The remaining hypotheses price, switching cost and technological change are rejected hypotheses.

5.2 Conclusion

Thus, it has been concluded that usage rate of beer among the select individuals has been high and their buying behavior is also very frequent. It has been observed that most of the people are aware of the quality, price and etc. price, availability, promotion, and quality of the product also plays an important role in buying the beer products. Also, it has been found that various factors that influence the switching behavior of the consumer's are product quality, price, switching cost, technological change, promotion, social influence, availability, to try new option etc.

The main objective of this thesis is to identify factors affecting consumer brand switching behavior. In order to achieve the main and other specific objectives, the researcher formulates seven hypotheses by reviewing different researches conducted before to find out the fact in the light of collected data in the north Gondar district.

Before collection of the whole data the validity and reliability was tested by pilot survey. And the result was good. And by collecting the whole data using SPSS software, the data was processed. All variables scored greater than 0.69 which was required to be incorporated in the questionnaire.

And regarding the findings of the thesis average daily beer drink in the area is 4.24, bottle (330 ml) per day. The most popular brand in area in the previous month was Dashen beer with 39 % of the total 384 respondents and Waliya and St. George 25% and 24% respectively. Unlucky in the next month, there was high switching behavior in the Dashen beer. And customers go to the Waliya and St. George and these beer factories become the leading beer provider industries in the district.

5.3 Recommendation

By the factors for the consumer brand switching behavior, brewery industries should accompany with the following recommendation in order to escape from Complete or fractional brand switching before customers shut all their preference and move completely to some other service provider.

One of the variables in affecting consumers brand switching behavior is product quality which means as the quality of the beer decreases or with the introduction of other best beer the brand switching behavior will cost beer industries losing their customers. Therefore always keeping the quality of the beer in packaging with qualitative material, good testing, greater stimulation, better gas and organized cooling machines from production to end users with consistent quality would lead to serve the purpose.

Promotion also affects consumers brand switching behavior. Beer factories should take care about the advertisements and brand ambassadors. Using different promotion mix like coupons, product samples, point-of-purchase displays, donations to schools, hospitals and other public service providers make the most to handle the customers of the beer product.

Beside the beer quality and promotion, beer industries should build their credibility in the society in order to become not loser because of social influence in the brand switching. And distribution in terms of availability in different geographic area, in every grocery, restaurant, hotel and other like places provide on time has its own contribution in consumer brand switching behavior. Therefore, here it needs attention regarding social influence and availability to escape form brand switching.

In contrary to the factors affecting brand switching price, switching cost and technological change did not have any significances influence on brand switching behavior. Due to these regarding technological change whether use manually or without human contact, labor intensive or not, does not matter; rather considering about only creating employment opportunity or capital intensive to cut the budget. Also applying economic pricing or psychological pricing does not have significant impact.

5.4 Further studies

As consumers brand switching have a universal behavior observed regardless demographical or geographical constraints, researches with other demographical and geographical groups may enable a deeper understanding of the phenomenon and the influences of visual merchandising upon brand switching behavior.

Furthermore, the research's segment might have affected the results to a certain extent. The analysis is based on data collected from 384 respondents, customers ranging from 21 to 71, residents in North Gondar district.

Among the different factors affecting consumers' brand switching behavior only seven have been studied through the thesis: but rest also affect brand switching behavior, studies regarding political issue, emotional situations and health benefits can be considered for future researches. Such as These factors do not included in the main thesis, because it would not manageable dealing with so many variables at a single thesis.

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APPENDICES

Annex 1: Questionnaire English Version

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Questionnaire for Brand Switching Behavior in brewery industry Survey (To be filled by North Gondar Beer Customers)

Dear respondents,

This is a survey on Brand switching behavior in brewery industry, case of north Gondar district (Zone), Ethiopia. And the finding of the questioner primary undertake as requirement for the fulfillment of masters of art in marketing administration (MA). Brand switching is defined as "a situation in which someone changes from buying one brand of a product to buying a different brand." Allowing customers to participate in loyalty commitment is expected to know the factors customer brand switching behavior .

The collected data will be used only for purpose of this study. Therefore, the researcher requests you to voluntarily respond to the questionnaire and provide accurate and complete data to the data collector. The survey is organized under four sections: these sections are about demographic information, consumer behavior, brand switching behavior buying behavior related factors and brand choices. The information you provide will be kept confidential & cannot be transferred to a third party.

The purposes of the study are:

I. To understand Brand switching behavior in North Gondar District (Zone) context.
II. To identify the major factors affecting brand switching behavior.

The researcher is kindly requesting you to provide the necessary information to the best of your knowledge. Completing this questionnaire will take you about 20 minutes. Thank you in advance for spending your valuable time to answer the questions

Section I: DEMOGRAPHIC INFORMATION

When answering this section put "X" mark on the box and in blank write the appropriate figure.

1. Gender, Male ☐ Female ☐

2. Age (in Years) _____

3. Level of education:

Illiterate ☐ Primary education ☐ High school education ☐

Diploma/certificate ☐ Bachelor degree ☐ Post-graduate degree and above ☐

4. Occupation

Self employed/business owner ☐ Government employment ☐

Student ☐ NGO employment ☐

Unemployed ☐ Housewife ☐

Other (please specify) _____

5. Type of customer: Internal ☐ External ☐ Other ☐

5.1 If you are external customer,

Agent ☐ Whole seller ☐

Retailer ☐ End user (consumer) ☐

Section II. Consumption Pattern

6. On **average** how many **times** a day do you drink beer? _____

7. How much **beer** on **average** do you drink (bottle and/or can with 330 ml) in a **one occasion**?

_____

(Please do not include mixed drinks or other drinks that are not considered beer for your answer)

8. Likely you are to drink beer in the following situations (place a circle around a number for each situation).

S.No	Description	unlikely	some	likely
1	In a bar or club with a date or friends			
2	At a sporting event			
3	Family events			
4	At a restaurant with a date or friends			
5	Party with friends at home			
6	Alone at home			

Section III: Brand Switching Behavior Related Factors

9. Please indicate the extent of your agreement with the following statements about **your favorite beer**. Please place only make circle the numbers for each statement.

9.1 Brand switching behavior

S.No	Description	Very unlikely	Unlikely	Neutral	Likely	Very likely
1	Are you likely to switch from current beer provider to another?					

9.2 Product Quality

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	The level of product quality provided by the current beer product provided is good.					
2	Its packaging is nice for eye and has quality					
3	It taste is good					
4	Its gas is better than other breweries					
5	It stimulation is greater than any other breweries					
6	Form production up to end users it kept cool using like refrigerator, van with area cooler and etc.					
7	It has an acceptable standard of quality					
8	It has consistent quality					

9.3 Price

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	It is reasonably priced.					
2	It offers value for money.					
3	It is a good product for the price.					
4	I like beer factories Pricing at a Premium					
5	I like beer factories offering lower prices on goods and services to draw attention away from their competition (pricing for market penetration)					
6	I like beer factories aiming to attract the most price-conscious consumers (economy Pricing)					
7	I like beer factories with techniques that marketers use to encourage customers to respond on emotional levels rather than logical ones (Psychology Pricing). For example, setting the price of a watch at $199 is proven to attract more consumers than setting it at $200,					

9.4 Switching costs

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	It will cost lot of money to switch to new product provider, eg. (Bottle, 'karate', promotion and cost).					
2	It will take too much time to switch to new product provider.					

9.5 Change in technology

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	The current beer producer continuously upgrades its product according to the trend, eg. Without human hand contact in production stage.					
2	The Software in the beer factory which is used in stage of production coup up with new technology					
3	The current beer producer offers new technology and new bottle design, bottle volume and cork.					

9.6 Prmotion

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	The advertisements of the compotators are encouraging me to switch the beer product provider.					
2	The brand ambassadors of the company are influencing me to switch the beer product provider.					
3	I like beer factories uses promotion to increase sales, inform potential customers about new products, and create a positive business or corporate image. E.g.: coupons, product samples, point-of-purchase displays					
4	I like beer factories give news releases to announce newsworthy developments about a company's products or services, distribution channels, facilities, operations, partners, revenues and earnings, employees, and events (public relation). Examples: a campaign to encourage businesses to donate computers to schools, donating to hospitals, donating to a cause					
5	I like beer factories uses other promotion strategies which is used like personal selling, direct marketing					

9.7 Social influence

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	My family and friends are influencing me to switching current beer product provider					
2	I often consult other people to help choose the best alternative available from a product class.					

9.8 Aavailability (distribution)

S.No	Description	Strongly likely	likely	neutral	unlikely	Strongly unlikely
1	The current beer product provider makes reach their product to the customer on time.					
2	Where ever I go(geographical different area) I can find the beer which currently used to drink					
3	In every grocery, restaurant, hotel and other like paces I can find beer which is currently I am customer.					

Section IV. Brand Choice

10. Think about the brands of beer you have consumed in the **past month**. What brands were they?

Dashen	☐	St. George	☐
Habesha	☐	Waliya	☐
Meta	☐	Other Beer (may be foreign breweries)	☐
Raya	☐		

11. Think about the brands of beer that you plan to consume in the **next month**. Please rank order the following brands of beer by placing a '1' next to the brand of beer that you will most likely consume in the next month, a '2' next to the brand you feel the next likely to be consumed, and so on up to '6' .

_____Dashen

_____Habesha

_____Meta

_____Raya

_____St. Goerge

_____Waliya

_____Other breweries (if not mentioned)

12. Is there any other factors may leads to brand switching? That was not incorporated in the study, please mention!

_____
_____
_____

13. Is there anything you would like to say regarding brand switching?

_____
_____
_____

Thank you!!!

Annex 2: Statistical Output

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972[a]	.944	.943	.333

a. Predictors: (Constant), Availability, Switching Cost, Technological Change, Product Quality, Social influence, Promotion, Price

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	700.339	7	100.048	903.862	.000[b]
	Residual	41.619	376	.111		
	Total	741.958	383			

a. Dependent Variable: switch from current beer provider to another

b. Predictors: (Constant), Availability, Switching Cost, Technological Change, Product Quality, Social influence, Promotion, Price

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.301	.059		-5.082	.000
	PRODUCT QUALITY	.454	.045	.378	10.134	.000
	PRICE	-.359	.195	-.258	-1.845	.066
	SWITCHING COST	-.005	.025	-.004	-.195	.846
	TECHNOLOGICAL CHANGE	-.030	.178	-.024	-.166	.868
	PROMOTION	-1.734	.179	-1.224	-9.707	.000
	SOCIAL INFLUNCE	.468	.181	.366	2.585	.010
	AVAILABILITY	2.283	.354	1.566	6.455	.000

a. Dependent Variable: switch from current beer provider to another